

For Immediate Release

For More Information, Contact:

Name
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ALTRUSA CLUBS INCREASE LOCAL SERVICE IN RESPONSE TO PRESIDENT OBAMA'S CALL

YOUR CITY, State—Rallying around their motto of “Patriotism, Efficiency, Service,” the members of Altrusa International Inc. of **Name of Your Club** are responding to President Barack Obama’s inaugural call for increased service in America by **describe new or increased service you are doing (keep it VERY brief.)**

Shortly after taking the oath of office as the 44th President of the United States, Mr. Obama delivered a stirring call to action for Americans:

For as much as government can do and must do, it is ultimately the faith and determination of the American people upon which this nation relies. It is the kindness to take in a stranger when the levees break, the selflessness of workers who would rather cut their hours than see a friend lose their job which sees us through our darkest hours. It is the firefighter’s courage to storm a stairway filled with smoke, but also a parent’s willingness to nurture a child, that finally decides our fate.

Our challenges may be new. The instruments with which we meet them may be new. But those values upon which our success depends—hard work and honesty, courage and fair play, tolerance and curiosity, loyalty and patriotism—these things are old. These things are true. They have been the quiet force of progress throughout our history. What is demanded then is a return to these truths. What is required of us now is a new era of responsibility—a recognition, on the part of every American, that we have duties to ourselves, our nation, and the world, duties that we do not grudgingly accept but rather seize gladly, firm in the knowledge that there is nothing so satisfying to the spirit, so defining of our character, than giving our all to a difficult task.

This is the price and the promise of citizenship.

Since their inception in 1917, Altrusa Clubs and members like Eleanor Roosevelt and Dr. Lillian Gilbreth, have been providing hands on community service. In 2007-08, Altrusans provided an estimated 720,000+ volunteer hours in their communities. With Clubs scattered throughout the United States (and indeed, the world), Altrusa International is determined to be a visible, dedicated force for change in our nation, starting in our own neighborhoods. Altrusa is, first and foremost, a community-based, grassroots organization that seeks to solve the problems in our back yards. Busy Altrusans raise money for local charities, encourage reading and literacy, volunteer at battered women’s shelters, help runaway teens, build houses for Habitat for Humanity, and so much more. Inspired by Thoreau, Altrusan Mamie L. Bass put it best: “It is not enough to be good; Altrusans must be good for something.”

In addition to increasing our repertoire of service across the country and world, Altrusa Clubs have launched extensive membership efforts to welcome interested citizens to join us in our campaign for change. Our members are drawn from all cultures, from all age groups, and from all economic standings, with a common thread of wanting to give back. As a member of an Altrusa Club, a member doesn't need to worry about finding extra money in her own pocket—in most cases, the Club's fund-raising efforts provide all the funding that will be necessary. The Altrusans are simply charged with being good stewards. [Insert relevant information regarding how to locate information about your Club \(web site if available\) and who to contact \(preferably a regularly monitored email address\) for more information.](#)

Altrusa International (www.altrusa.com) is an international association of professional women and men who volunteer their energies and expertise in projects dedicated to community betterment. Altrusa is a community service organization that espouses volunteerism, service and fights for literacy and against AIDS. Assistance is given to projects emphasizing literacy through its nonprofit Foundation.